



Date: December 10-11, 2010

The Event: Mardy's Tennis & Jake's Music Fest to Benefit the Mardy Fish Foundation provides companies and individuals with cause-related marketing benefits and a strong community association.

Mardy's Tennis & Jake's Music Fest is a two-day event that consists of a unique combination of tennis and music. It begins on Friday, December 10, with a Kids' Tennis Clinic followed by a Concert by country music artist Jake Owen that evening. The Event will continue on Saturday, December 11, with a Luncheon and Live and Silent Auction and Tennis Exhibition featuring Mardy Fish and current and former touring tennis professionals in a singles and doubles match.

In 2006, Mardy decided to form his own foundation and join forces with his childhood friend country singer Jake Owen to create an event that would benefit the Vero Beach community through a combination of his and Jake's greatest loves; tennis and music. The result was Mardy's Tennis & Jake's Music Fest to Benefit the Mardy Fish Foundation. Fish and Owen have been joined at the Event by professional athletes and celebrities throughout the years.

Beneficiary: The Mardy Fish Foundation was established to support youth organizations in Indian River County. The Foundation has utilized funds from Mardy's Tennis & Jake's Music Fest to provide after school programs in the community. The Foundation opened its first after school program, Pelican Island Elementary School/Mardy Fish Music Club and Health & Fitness Club, in 2007 which provides a place for children to go and partake in various activities that will help them better themselves using sports, music, art and dance. The Mardy Fish Foundation expanded its after school program in 2009 with the addition of three after school programs at Glendale Elementary, JA Thompson Magnet Elementary, Citrus Elementary and Sebastian Elementary, and will add programs at Vero Beach Elementary, Treasure Coast Elementary, Fellsmere Elementary, Liberty Magnet Elementary and Dodgertown Elementary this year.

Mardy's Kids on Courts is another program initiated by the Foundation in 2009. The city-wide program allows local youth to improve their tennis skills through competition while instilling the many life-lessons tennis has to offer. In addition, the Foundation will continue to support other youth organizations, including the Boys & Girls Club of Vero Beach and The Youth Guidance Foundation which uses funds raised by the Mardy Fish Foundation to provide children the opportunity to attend summer camp and participate in sports and music programs.

Host Site: Grand Harbor Golf & Beach Club in Vero Beach, Florida.

2010 Field: Event Host Mardy Fish will be joined by Jake Owen and current and former touring tennis professionals and celebrity guests.

Format:

Kids' Tennis Clinic:	Friday, December 10, 2010 from 4:00 p.m. – 5:00 p.m. Children will enjoy a fun tennis clinic with lots of prizes and tips from Event Host Mardy Fish.
Jake Owen Concert:	Friday, December 10, 2010 at 8:00 p.m. Special performance by country music artist Jake Owen.
Luncheon:	Saturday, December 11, 2010 from 12:30 p.m. – 2:30 p.m. Join Mardy Fish for lunch, drinks, and live and silent auction.
Tennis Exhibition:	Saturday, December 11, 2010 at 2:30 p.m. Singles and doubles match featuring Mardy Fish.

Promoter: C & H Events, Inc. www.chevents.com
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